



**2013 Request for Applications  
Specialty Crop Block Grant Program  
Kansas Department of Agriculture**

**Program Contact**

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## Introduction

The Kansas Department of Agriculture (KDA) is accepting applications for the 2013 Specialty Crop Block Grant program. Funds for the program are awarded to the agency by the U.S. Department of Agriculture's (USDA's) Agricultural Marketing Service (AMS). The funds are in turn granted to projects and organizations that promote the competitiveness of specialty crops.

The purpose of the Specialty Crop Block Grant program is to solely enhance the competitiveness of specialty crops. Specialty crops are defined by the USDA as "fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture.)"

Each state that submits an application that is reviewed and approved by the Agricultural Marketing Service is to receive at least an amount that is equal to the higher of \$100,000, or 1/3 of 1 percent of the total amount of funding made available for that fiscal year. In addition, AMS will allocate the remainder of the grant funds based on the value of specialty crop production in each state in relation to the national value of specialty crop production using the latest available cash receipt data. In 2012, Kansas received \$258,363. In 2013 it is expected that Kansas will receive approximately \$245,000. Applicants may apply for up to \$75,000 for their projects. A one to one match is strongly encouraged, but such a match is not required. In-kind contributions are allowed to count toward the match; however, at least some cash match would be preferred. Applicants will be scored on their ability to provide a match.

Applications must address all of the information requested on the following pages in order to be considered by a team of KDA reviewers. Incomplete applications will not be reviewed. The team will rate proposals on their ability to successfully promote specialty crops in Kansas and make a positive impact on the Kansas economy, and submit those recommendations to the Secretary of Agriculture, who will make the final awards.

**Failure to meet reporting deadlines or provide other contractual materials will impact future awards. Please ensure that you will be able to meet quarterly, annual and final reporting deadlines before submitting an application for this grant.**

Applications for grant funds should describe how the project potentially impacts and produces measurable outcomes for the specialty crop industry and/or the public, rather than a single organization, institution, or individual. Grant funds will not be awarded for projects that solely benefit a particular commercial product or provide a profit to a single organization, institution, or individual. Single organizations, institutions, and individuals are encouraged to participate as project partners. Other associations and organizations that are encouraged to apply for these grants are schools, colleges and universities, extension programs and research institutions.

USDA encourages projects that promote specialty crop production and consumption among beginning and socially disadvantaged farmers or ranchers.

- A **Beginning Farmer or Rancher** is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation.
- A **Socially Disadvantaged Farmer or Rancher** is a farmer or rancher who is a member of a socially disadvantaged group. A Socially Disadvantaged Group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program.

The Kansas Department of Agriculture seeks to fund projects that primarily fit into the following areas:

### **Economic development**

- Improving efficiency and reducing costs of distribution systems, including projects that seek to understand gaps in systems and supply/demand issues related to specialty crops;
- Investing in specialty crop research, including research on the feasibility of growing novel specialty crops that aren't currently produced (or are produced in very small quantities) in Kansas;
- Controlling pests and disease, as well as addressing issues such as pesticide drift that affect specialty crops; and
- Regional efforts to start incubator or community kitchen projects to encourage the development of value-added products from specialty crops.

### **Education**

- Increasing child and adult nutrition knowledge and consumption of specialty crops;
- Developing materials to better educate specialty crop producers and buyers on food safety practices, including Good Agricultural Practices (GAPs), Good Handling Practices and Good Manufacturing Practices; and
- Projects that create awareness of Kansas specialty crops for consumers.

Funding will be available for projects that are one-year in duration. The grant period must begin no later than September 30, 2013 or as soon as the funding is released by USDA if later and end no later than September 29, 2014 or one year from issuance of funds if later than September 30, 2013.

The USDA has made available several sample applications for public use. These applications are all actual proposals that have won Specialty Crop Block Grant awards in previous years and in other states. These applications are available on the KDA website at [agriculture.ks.gov/scbg](http://agriculture.ks.gov/scbg).

Also, please review the lists of previous Specialty Crop Block Grant award winners from Kansas. Those lists are also on the KDA website at [agriculture.ks.gov/scbg](http://agriculture.ks.gov/scbg).

**Complete applications must be sent to KDA no later than 5 p.m. on May 17, 2013.** Please e-mail your finished application, with the attached cover sheets, to both [chad.bontrager@kda.ks.gov](mailto:chad.bontrager@kda.ks.gov) and [ksag@kda.ks.gov](mailto:ksag@kda.ks.gov). Also, please send a signed copy by fax (785-296-8389) or by mail to the following address:

Chad Bontrager  
Kansas Department of Agriculture  
109 SW 9<sup>th</sup> Street, 4<sup>th</sup> Floor  
Topeka, KS 66612-1280

For more information or other assistance with this application or this program, please contact:

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# 2013 Kansas Department of Agriculture Specialty Crop Block Grant Application

## COVER SHEET

Please use the attached cover sheet to provide name and contact information; federal tax identification number (DUNS number); industry sector; project title; brief discussion of funding from other sources; the total project cost; the grant request; and any additional match dollars.

All successful applicants must have a DUNS number to receive federal funds. If you do not have a DUNS number, visit [http://www.grants.gov/applicants/org\\_step1.jsp](http://www.grants.gov/applicants/org_step1.jsp) to apply for one.

## ABSTRACT

Include a project abstract of 200 words or less, using the attached form. The project abstract must contain a summary of the proposed project suitable for dissemination to the public. It should be a self-contained description of the project and should contain a statement of objectives and methods to be employed.

## PROJECT PARTNER ORGANIZATION:

Include the name of your organization and the person who will serve as the project director or otherwise oversee the project.

## PROJECT PURPOSE

The following questions shall be addressed in this section:

- What is the specific issue, problem or need to be addressed by the project?
- Why is the project important and timely?
- What are the objectives of the project?
- Does the project have the potential to enhance the competitiveness of non-specialty crops (ex: farmers market, general buy local, etc.)?
  - IF YES, describe the methods or processes of applicant will use to ensure all grant funds will solely enhance the competitiveness of eligible specialty crops? (Example: using the registration process for a conference to ensure that only specialty crop farmers attend; matching 50 percent of the funds to cover a portion of the project that does not benefit specialty crops.)
- Does the project build on a previously SCBGP or SCBGP-FB funded project?
  - Describe how the projects differ from one another. Provide a summary (three to five sentences per project) of the results of the completed work on this project, the long-term quantifiable effects of these results (especially as they impact on the specialty crop industry), and how this year's funding will supplement or build on previous funding from the SCBGP or SCBGP-FB.
- Has the project been submitted to or funded by another federal or state grant program?
  - IF NO, indicate that it has not.
  - IF YES, identify which federal and/or state grant program and describe how the project differs from and supplements efforts of SCBGP-FB and the other federal or state grant program.
- If this project is intended to carry on into future years, include a paragraph that explains measures that will be taken to ensure this project can be sustained by other sources.

## POTENTIAL IMPACT

This section should show how the project potentially impacts the specialty crop industry and/or the public rather than a single organization, institution, or individual. The following questions should be answered:

- Who are the beneficiaries of the project?
- How many specialty crop beneficiaries will be impacted?
- How will the specialty crop beneficiaries be impacted by the project?
- What is the potential economic impact of the project, if available?

## **EXPECTED MEASURABLE OUTCOMES**

The following questions shall be answered in this section:

- What is at least one distinct, quantifiable, and measurable outcome that directly and meaningfully supports the project's purpose and is of direct importance to the intended beneficiaries? The measurable outcome, when possible, should include the following:
  - GOAL
  - PERFORMANCE MEASURE
  - BENCHMARK
  - TARGET
- How will performance toward meeting the outcome(s) be monitored?
  - What are your data sources for monitoring performance?
  - How will data be collected? For example, are you using a survey or questionnaire?

Examples of outcome measures may include, but are not limited to: per capita consumption, consumer awareness as a percent of target market reached, market penetration based on sales by geographic region, dollar value of exports, or web site hits. For research grants they may include generation of new knowledge, research quality, attainment of leadership in the field, or the development of human resources (e.g., providing opportunities for graduate students).

For further information on expected measurable outcomes, please see the "[SCBGP Logic Model](#)" on the AMS website. Also, please refer to the "Steps to Developing Outcome Measures" and "Examples of Outcome Measures" entries in the "Additional Information" section of this document.

## **WORK PLAN**

The following questions should be addressed in this section:

- What activities are necessary to accomplish the project objectives?
  - When will your performance monitoring/data collection plan activity be accomplished?
  - How will outcomes measures be completed or measured inside the grant period?
- Who will do the work of each activity? If collaborative arrangements or subcontracts are used, make sure you specify their role and responsibilities in performing project activities.
- When will each activity be accomplished? Include timelines for accomplishing each activity. Make sure to include the month and year the project is scheduled to begin and end.

For more information on construction a work plan, please refer to the "Examples of Work Plans" entry in the "Additional Information" section of this document.

## **BUDGET NARRATIVE**

Although there is no specific format for the supplemental budget, the budget should contain a narrative in paragraph format for each project in order for AMS to determine the costs are reasonable and allowable. The budget narrative should clearly show the federal funds that support the project. If matching funds are budgeted, please do not commingle non-federal funds with federals in each budget section. If matching funds are included, please show these funds separately. Funds should be categorized in the same budget object class codes that are given on the SF-424A ([PDF](#)) ([Excel](#)).

For more information on the below sections, please refer to the "Help With Budget Narratives" entry in the "Additional Information" section of this document.

## **PERSONNEL**

Persons employed by the grantee or sub-grantee organization should be listed in this category. Those employed elsewhere would be listed as subcontractors or consultants in the “Contractual” category.

In order for secretarial and clerical salaries to be allowable as direct charges to the awards, a justification of how that person will be directly involved in the project must be included in the narrative. General administrative or accounting duties are not considered acceptable. The duties must be directly related to the project plan.

- For each project participant, indicate their title, percent of full time equivalents (FTE), and corresponding salary for the FTE.
- Show the total for all SCBGP-FB funded personnel.

For example, if a project participant’s salary is \$50,000 and they are participating 50 percent of their time on the project, the total budgeted salary cost would be \$25,000.

## **FRINGE BENEFITS**

- Provide the rate of fringe benefits for each project participant’s salary described in the personnel section.
- Show the total for all SCBGP-FB funded fringe benefits.

## **TRAVEL**

- Please provide the following information in the narrative if applicable: destination; purpose of trip; number of trips; number of people traveling; number of days traveling; estimated airfare costs; estimated ground transportation costs; estimated lodging and meals costs; estimated mileage rate and costs for the travel.
- Show the total for all SCBGP-FB funded travel.

## **EQUIPMENT**

This category includes items of property having a useful life of more than one year and an acquisition cost of \$5,000 or more. If the cost is less than \$5,000, then include these items under SUPPLIES.

- Provide an itemized list of equipment purchases or rentals, along with a brief narrative on the intended use of each equipment item, and the cost for all the equipment purchases or rentals.
- Show the total for all SCBGP-FB funded equipment.

Capital expenditures for general purpose equipment, buildings, and land are unallowable as direct and indirect charges.

- Capital Expenditures means expenditures for the acquisition cost of capital assets (equipment, buildings, land), or expenditures to make improvements to capital assets that materially increase their value or useful life. Acquisition cost means the cost of the asset including the cost to put it in place. Acquisition cost for equipment, for example, means the net invoice price of the equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired. Ancillary charges, such as taxes, duty, protective in-transit insurance, freight, and installation may be included in, or excluded from the acquisition cost in accordance with the governmental unit’s regular accounting practices.
- General Purpose Equipment means equipment, which is not limited to research, scientific or other technical activities. Examples include office equipment and furnishings, telephone networks, information technology equipment and systems, reproduction and printing equipment, and motor vehicles.
- Equipment means an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds \$5,000.

Capital expenditures for special purpose equipment are allowable as direct costs, provided that items with a unit cost of \$5,000 or more have the prior approval of AMS. (Note: Prior approval from AMS means that the special purpose equipment must be included in the State Plan submitted by KDA, and the State Plan must receive approval from AMS. If special purpose equipment was not originally included in the approved State plan, then the grantee must request approval from AMS to purchase the equipment before utilizing grant funds.)

- Special Purpose Equipment means equipment which is used only for research, scientific, or other technical activities. Examples of special purpose equipment include microscopes, spectrometers, and equipment which are used for single purpose to solely enhance the competitiveness of eligible specialty crops and benefit the specialty crop industry and not a particular commercial product or provide a profit to a single organization, institution, or individual. The special purpose equipment must solely enhance the competitiveness of eligible specialty crops and benefit the specialty crop industry.

Rental costs of buildings and equipment are allowable as direct costs in accordance with the cost principles in [Subpart T of 7 CFR 3015](#).

## **SUPPLIES**

This is anything with acquisition cost less than \$5,000 and could be anything from office supplies and software to educational or field supplies. For non-typical materials & supplies items, include a brief narrative of how this fits with the project.

- Provide an itemized list and estimate the dollar amount for each item.
- Show the total for all SCBGP-FB funded supplies.

For example, office supplies such as pens, paper, toner, etc. - \$500; Gardening supplies such as soil and fertilizer - \$500.

Items such as telephone, postage, fax and express mail are more appropriately listed under the “Other” category.

## **CONTRACTUAL**

Contractual hourly rates that exceed the salary of a GS-14 step 10 Federal employee in your area are not allowed unless one of the following justifications is provided. (For more information please go to [www.opm.gov](http://www.opm.gov) and click on Salaries and Wages.)

- 1) A description of the steps you took to hire a contractor, which includes obtaining a cost/price analysis from at least three contractors who can perform the service. The purpose of the cost analysis is to review and evaluate each element of cost to determine reasonableness. (Please provide the company name and contract amount for each analysis.)

OR

- 2) Because of the complexity or uniqueness of the project, the pool of available and qualified contractors is limited. Therefore, the selected contractor’s specialized qualifications necessitate hiring at a rate beyond a GS-14 step 10. (Please outline the unique qualifications of the contractor.)

- Provide a short description of the services each contract covers.
- Indicate if the cost is a flat rate fee or hourly rate.
- Indicate the flat rate fee or hourly rate to be applied.
- If hourly rates exceed the salary of a GS-14 step 10 Federal employee in your area, provide a brief justification (For more information please go to <http://www.opm.gov> and click on *Salaries and Wages*.)
- List general categories of items the contract covers such as professional services, travel, lodging, indirect costs, etc.
- Show the total for all SCBGP-FB funded contractual.



If the contract for service or maintenance, costs should be in direct correlation to the use of the equipment for the project. (i.e., if a particular copy machine is used 50 percent of the time for the project, the project should only be charged 50 percent of the service contract paid from Federal funds).

## **MEALS**

Business meals may not be charged as project costs when individuals decide to go to lunch or dinner together when no need exists for continuity of a meeting. Such activity is considered to be an entertainment cost. In contrast, lunch or dinner meals may be charged to the project if a justification is provided that such activity maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants. *Breakfasts for conference attendees are usually considered unallowable as it is expected these individuals will have sufficient time to obtain this meal on their own before the conference begins in the morning.*

Note: Meals consumed while in official travel status do not fall in this category. They are considered per diem expenses and should be reimbursed in accordance with the organization's established written travel policies.

## **OTHER**

Provide a detailed description of all other direct costs such as:

- Conferences/Meeting – Costs of holding a conference or meeting are included in this category. Some examples are the rental of facilities or equipment for the meeting. Details of costs for each conference or meeting should be broken out and provided in the budget.
  - When paying for the travel of a person to attend a conference, meals and lodging may be included in the cost without additional justification.
  - Meals may be charged to the project if such activity maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants. Include a justification for meal costs. Some examples of acceptable reasons are that the conference facility is located in a remote area where public facilities are not accessible; there will be a speaker and business discussions during the meal; there is insufficient time available to allow participants to go out on their own. If one or more of these justifications cannot be met, or if there are no other acceptable and compelling reasons, then the meals should not be charged to the award. The attendees should be responsible for providing their own meals.
- Communications – Mailings, postage, express mail, faxes, and telephone long distance charges. Provide the estimated cost for this category.
- Speaker/Trainer Fees – Provide the amount of the speaker's fees and a description of the services they are providing.
- Publication Costs – Provide the estimated cost of printing of brochures and other program materials or scientific or technical journals as well as an estimate of the number of pieces to be Printed/published
- Data collection – Provide the estimated cost of collecting performance data to measure the project outcome measures.
- Show the total for all SCBGP-FB funded other.

## **INDIRECT CHARGES**

- Indicate percent of indirect costs.
- Show the total for all SCBGP-FB funded indirect charges.

Indirect cost shall not exceed 10 percent of any proposed budget or the total grant allocation. Provide a justification if indirect costs exceed 10 percent. Indirect costs represent the expenses of doing business that are

not readily identified with SCBGP-FB but are necessary for the general operation of the organization and the implementation of SCBGP-FB related activities. These costs benefit more than one cost objective and cannot be readily identified with a particular final cost objective without effort disproportionate to the results achieved. Common indirect costs include, but are not limited to: pre-award costs, proposal costs; depreciation or use allowances on buildings and equipment; costs of operating and maintaining facilities; general administration and general expenses; and personnel, legal, information technology, and accounting administration. A cost may not be allocated as an indirect cost if it is incurred as a direct cost for the same purpose and vice versa (personnel/contractual, travel, equipment, supplies, etc.)

For information on how to determine if a cost is indirect or direct, please see the “[Indirect Cost Decision Tree](#).”

## **PROGRAM INCOME**

- Indicate the nature or source of program income (i.e., registration fees).
- Estimate the amount of program income.
- Describe how the income will be used to further enhance the competitiveness of specialty crops.

If program income is earned it may be used for 1) expanding the project or program; 2) continuing the project or program after the grant or sub grant support ends; and 3) supporting other projects or programs that further the broad objectives of the grant program. Program income may only be expended on allowable costs that solely enhance the competitiveness of specialty crops.

## **PROJECT OVERSIGHT**

If this is a project administered by an organization other than the state department of agriculture, this section shall include the project partner’s oversight plan. The following questions and information should be addressed in this section:

- Who or what organization will oversee the project activities?
- How will oversight be performed? For example, will weekly or monthly meetings be held to discuss performance toward the completion of the project?

For more information, please refer to the “Project Oversight Example” entry in the “Additional Information” section of this document.

## **PROJECT COMMITMENT**

Provide the following information in this section:

- What specialty crop stakeholders outside the lead organization support this project and how?
- How will all project stakeholders work toward the goals and outcomes of the project?

For more information, please refer to the “Project Commitment Example” entry in the “Additional Information” section of this document.

## **MULTI-STATE PROJECTS**

If submitting a proposal that involves more than one state, please provide the following information in this section:

- Which other states are participating?
- How will all states collaborate effectively?
- Has each state participating in the project submitted the project in their state plan?
- Which state is taking the coordinating role (State will be responsible for performance reporting)?
- What percent of the budget is covered by each state?

## Project Evaluation Rubric

All proposals will be reviewed by a review panel that is appointed by the Kansas Secretary of Agriculture. The Kansas Secretary of Agriculture will make the final decision, based on recommendations from the panel.

Project Area	Criteria	Maximum Points Awarded	Points Received
Project Need	<ol style="list-style-type: none"> <li>1. How effective is the project at enhancing the competitiveness of specialty crops in Kansas?</li> <li>2. Does the project have long-term benefits to help increase specialty crop production in Kansas?</li> <li>3. Does the project help increase the sale or awareness of specialty crops; provide research on a specialty crop dealing with increasing production, distribution or process; or help specialty crop producers improve distribution or production practices, or lower production cost/risk?</li> </ol>	35	
Measurable Outcomes	<ol style="list-style-type: none"> <li>1. Is there at least one quantifiable, measurable outcome?</li> <li>2. Are the outcomes definable and measurable?</li> <li>3. Are the outcomes of the project worth the total investment?</li> <li>4. Is there outreach to share information learned with the public?</li> </ol>	25	
Budget	<ol style="list-style-type: none"> <li>1. Is the budget realistic for the project, and are expenses reasonable for the project?</li> <li>2. Is there a detailed budget for personnel, operating, consultants and other costs?</li> </ol>	15	
Feasibility	<ol style="list-style-type: none"> <li>1. Does the project have a quality work plan?</li> <li>2. Is the project timeline appropriate?</li> <li>3. Has the project identified other areas of funding that could sustain it in the future?</li> </ol>	10	
Industry Support	<ol style="list-style-type: none"> <li>1. Is there evidence of industry-wide support for the program?</li> <li>2. Does the project partner with other organizations/institutions?</li> </ol>	10	
Matching Funds	<ol style="list-style-type: none"> <li>1. Are there matching funds or in-kind donations for the project?</li> </ol>	5	
Total		100	

## Additional Information

The following information is from the USDA's full grant guidance document. For more information, please visit the USDA's Agricultural Marketing Service website at <http://www.ams.usda.gov/AMSV1.0/scbgp>.

### EXAMPLES OF UNACCEPTABLE PROJECTS

- A company requests grant funds to purchase starter plants or equipment used to plant, cultivate, and grow a specialty crop for the purpose of making a profit, or to expand production of a single business.
- A State requests grant funds to make grants to individual specialty crop businesses or roadside stands to promote their individual business.
- A sole proprietor requests grant funds to redesign her/his logo in order to make her/his specialty crop value-added product stand out at the local farmers market.
- A company that develops specialty crop value-added products requests funds to train its employees how to make its value-added products.
- A specialty crop producer requests funds to promote their asparagus at a roadside stand.

### EXAMPLES OF ACCEPTABLE PROJECTS

- A State requests funding to contract with a university to conduct research on the feasibility of planting, cultivating, and growing a specialty crop in a particular area, the results of which can be shared with many growers throughout the State.
- A single grower requests funds to demonstrate the viability of organic small fruit production and partners with Cooperative Extension to publicize the working model of diversification to other regional growers.
- A single company requests funds to provide a viable pollination alternative to specialty crop stakeholders in the region, which currently does not have one.
- A single specialty crop organization requests funds to conduct an advertising campaign that will benefit their specialty crop members.
- A single farmer erects high tunnels on their property to extend the growing season of tomatoes and lettuce and conducts a field day and farm tour to encourage other small family farmers to adopt the production methods.

### ALLOWABLE COSTS

All awards and sub-awards are subject to those cost principles applicable to the particular organization concerned. For example, if a state government sub-awards to a university, the cost principles applicable to a university will apply. Please refer to the applicable cost principles when developing your project activities and budget. You may reference the USDA document [Appendix A List of Selected Items of Cost Contained in OMB Cost Principles Regulations](#) to locate the principles applied in establishing the allowability or unallowability of specific items of cost. All costs must be associated with project activities that enhance the competitiveness of specialty crops.

- State and Local Governments and Indian Tribal Governments – [2 CFR 225 \(OMB Circular A-87\)](#). See [Appendix B Unallowable and Allowable Costs for State Governments](#), for specific unallowable and allowable costs under the SCBGP-FB for State governments.
- Colleges and Universities – [2 CFR 220 \(OMB Circular A-21\)](#)
- Non-Profits – [2 CFR 230 \(OMB Circular A-122\)](#)
- For Profits – [48 CFR Part 31.2](#)

## **RESTRICTIONS AND LIMITATIONS ON GRANT FUNDS**

- Grant funds shall supplement the expenditure of State funds in support of specialty crops grown in that State, rather than replace State funds.
- Grant funds may not be used to fund political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7321-7326).
- Development or participation in lobbying activities pursuant to 31 U.S.C. 1352 including costs of membership in organizations substantially engaged in lobbying are unallowable.
- Capital expenditures for general purpose equipment, buildings, and land are unallowable as direct and indirect charges.

Capital expenditures means expenditures for the acquisition cost of capital assets (equipment, buildings, land), or expenditures to make improvements to capital assets that materially increase their value or useful life. Acquisition cost means the cost of the asset including the cost to put it in place. Acquisition cost for equipment, for example, means the net invoice price of the equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired. Ancillary charges, such as taxes, duty, protective in-transit insurance, freight, and installation may be included in, or excluded from the acquisition cost in accordance with the governmental unit's regular accounting practices.

General purpose equipment means equipment, which is not limited to research, scientific or other technical activities. Examples include office equipment and furnishings, telephone networks, information technology equipment and systems, reproduction and printing equipment, and motor vehicles.

Equipment means an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds \$5000.

- Capital expenditures for special purpose equipment are allowable as direct costs, provided that items with a unit cost of \$5000 or more have the prior approval of AMS. (Note: Prior approval from AMS means that the special purpose equipment must be included in the State Plan submitted by KDA, and the State Plan must receive approval from AMS. If special purpose equipment was not originally included in the approved State plan, then the grantee must request approval from AMS to purchase the equipment before utilizing grant funds.)

Special purpose equipment means equipment which is used only for research, scientific, or other technical activities. The special purpose equipment must solely enhance the competitiveness of eligible specialty crops and benefit the specialty crop industry.

- Rental costs of buildings and equipment are allowable as direct costs in accordance with the cost principles in Subpart T of 7 CFR 3015.
- Hourly contractual costs exceeding the cap of a CS-14 step 10 Federal employee in your area have been added as an unallowable cost unless an acceptable justification is provided.

## **MULTI-STATE PROJECTS**

Multi-state projects are encouraged to provide a growing need for solutions to problems that cross state boundaries such as, but not limited to: addressing good agricultural practices, research on crop productivity or quality, enhancing access to federal nutrition programs, pest and disease management, or commodity-specific projects addressing common issues in multi-state regions.

A project is multi-state when an organization receives SCBGP-FB funding from more than one state to execute the same or multiple components of the same project. The project must be identified as a multi-state project through the inclusion of a multi-state section in the project profile. In addition, all states reviewing the proposal need to be aware that the project is multi-state so that they can collectively decide to fund it.

A high-quality multi-state project proposal will have clearly focused objectives; direct involvement of each participant in the accomplishment of the stated objectives; and evidence that the project proposal has been peer-reviewed.

If interested in working with a particular state or states, please contact the Specialty Crop Block Grant Program office in that state. Contact information for those offices may be viewed by clicking [here](#).

## **STEPS TO DEVELOPING OUTCOME MEASURES**

Whenever possible, the outcomes should include a goal, performance measure, benchmark, and a target. The following four steps provide guidance on how to develop outcome measures.

### **1) DETERMINE WHAT THE PROJECT WILL ACCOMPLISH, I.E., THE INTENDED RESULTS OF THE PROJECT, GENERALLY EXPRESSED AS A GOAL OR OBJECTIVE**

Goals or objectives should be: a) based on a needs analysis and be specific, realistic results you hope to achieve through the project activities; b) specific; and c) outcome-oriented. Outcome-oriented objectives identify the ultimate result, while the work plan activities identify how you intend to achieve the objectives. When developing outcome-oriented objectives, ask yourself, “why” you are performing each grant activity; and specify not only what will be achieved, but also when those results will be achieved.

### **2) FIGURE OUT HOW TO MEASURE THE RESULTS AND SELECT THE PERFORMANCE MEASURE**

For each objective identified in step 1, select the performance measure. Performance measures are measures/indicators used to observe progress and measure actual results compared to expected results. They are usually expressed in quantifiable terms and should be objective and measurable (numeric values, percentages, scores and indices); although in certain circumstances qualitative measures are appropriate.

### **3) DETERMINE THE BENCHMARK FOR EACH MEASURE AND SET TARGET GOALS FOR FUTURE PERFORMANCE**

For each measure identified in step 2, determine the benchmarks against which you will measure. Benchmarks are usually determined by researching past circumstances in the area you are trying to measure. As an alternative, you may use benchmarks established by third parties accepted as the standard-setters in your industry. If data does not exist, describe the lack of data. It may be appropriate in the first year to set vaguer targets, such as “improvement” where any increase represents outcome achievement, and set more concrete targets in subsequent years when benchmark data is available.

Use the benchmark data to set targets for the quantity of change expected. Targets may be framed in terms of:

- a) Absolute level of achievement (ex: feed 150 homeless people);
- b) Change in level of achievement (ex: feed 150 homeless people, 35 more than last year); or
- c) Change in relation to the scale of the problem (ex: feed 150 homeless people, approximately 10 percent of the city’s homeless population.)

If you are starting up a new project or trying new approaches remember that little or no measurable progress will be evident in the project start-up phase. This delay in seeing measurable results should be reflected in target-setting. When setting targets, you should take into account external factors that influence your success. You may have a grand ultimate goal, but you should view annual targets as small steps toward that ultimate goal.

You may also want to set stretch goals by using benchmarks as your targets. Benchmarks tell you how the rest of the industry is doing; when you gather data for benchmarks, you look at the results of other organizations serving your type(s) of customers, doing your type of work. In your State plan, you may want to stick to a modest level of planned achievement and reserve your stretch goals for internal use. Another alternative is to include minimum and maximum targets in your application. For example, “We plan, at a minimum, for a 5 percent increase. However, we will strive for a 10percent increase, which our data shows is possible if all external factors work in our favor and our new methodology yields the same results in the demonstration phase.”

#### **4) DEVELOP YOUR PERFORMANCE MONITORING PLAN OR DATA COLLECTION PLAN**

Define who your data sources are and how the data will be collected. If the project involves a survey, provide some information about the nature of the questions that will be asked, the methodology to be used and the population to be surveyed. If a draft questionnaire is available, you may want to include a copy with the application. Outline how data gathered will be used to correct deficiencies and improve performance, both as it gathered and analyzed and in subsequent project periods. This data collection plan should be integrated into your work plan and budget. Define who your data sources are and how the data will be collected. If the project involves a survey, provide some information about the nature of the questions that will be asked, the methodology to be used and the population to be surveyed. If a draft questionnaire is available, you may want to include a copy with the application. Outline how data gathered will be used to correct deficiencies and improve performance, both as it is gathered and analyzed and in subsequent project periods. This data collection plan should be integrated into your work plan and budget. When expected measurable outcomes are monitored outside the grant period, include the performance monitoring plan in the expected measureable outcomes section and indicate how monitoring will occur after the grant period ends without Specialty Crop Block Grant Program funding.

### **EXAMPLES OF OUTCOME MEASURES**

The following are examples of outcome measures.

#### **EXAMPLE 1**

The GOAL of this project is to promote specialty crop X in Mexico in order to increase the volume.

Volume Increase:

BENCHMARK 2007: Actual volume (20# equiv. cases) of specialty crop exported to Mexico: 53,969

TARGET 2008: 60,000

TARGET 2009: 70,000

TARGET 2010: 80,000

PERFORMANCE MEASURE: Derive from specialty crop commission assessment reports at the end of each year.

#### **EXAMPLE 2**

Increase the number of specialty crop farmers following Good Agricultural Practices (GOAL) from the current 18 (BENCHMARK) to 55 in two years (TARGET) measured by the number of GAP audits passed (PERFORMANCE MEASURE).

#### **EXAMPLE 3**

Increase fruit and vegetable purchases (GOAL) from the current level of \$2.50 (BENCHMARK) to at least \$3 per enrolled student in awarded schools in one year (TARGET) measured by bi-annual school reports (PERFORMANCE MEASURE).

**EXAMPLE 4**

Work directly with specialty crop industry X to develop a uniform tool to access the health of their specialty crops to give the industry early warning of potential problems in order to optimize their management practices (GOAL). No such tool currently exists (BENCHMARK). The success of the evaluation will be measured by interviewing 20 stakeholders at the end of three years to determine if they developed the tool (TARGET and PERFORMANCE MEASURE).

**EXAMPLE 5**

Develop a predictive model for the spread of the specialty crop disease, an analysis of virus resistant varieties, and a foundation for an integrated pest management (IPM) strategy to combat the disease (GOAL). No such model currently exists (BENCHMARK). The information will be shared with more than 700 tomato growers, increasing awareness of the model, at the 2008 conference break-out session (TARGET) measured by attendance at the session (PERFORMANCE MEASURE).

**EXAMPLE 6**

Increase visits to the Specialty Crop Website (GOAL) 25% over the course of one year (TARGET) from the current 9,000 annual hits (BENCHMARK) by measuring website visits each month over the next year (PERFORMANCE MEASURE).

**EXAMPLE 7**

Increase consumer awareness of specialty crops by distributing 1000 pieces of informational materials containing locations where to purchase specialty crops (GOAL). Six months after distribution, survey 50 locations (PERFORMANCE MEASURE) to determine if sales increased by 25% (TARGET) from the level before distribution of marketing materials (BENCHMARK).

**EXAMPLES OF WORK PLANS****EXAMPLE 1**

<b>Project Activity</b>	<b>Who</b>	<b>Timeline</b>
Assemble the specialty crop steering committee to provide direction throughout project	Agricultural Marketing Council, specialty crop industry representatives from the mushroom, apple, and peach councils	January 2008
Develop statement of work for literature review	Ag Marketing Council	January
Procure literature reviewer	ABC Consultant	February – March
Prioritize research gaps; develop/issue Request for Proposals (RFP) for original research	ABC Consultant	March – April
Receive proposals; distribute to steering committee	ABC Consultant	April – May
Review and select proposals	Specialty crop steering committee	April – May



As appropriate, refer proposals to individual commodity research and promotion programs	Specialty crop steering committee and individual research and promotion programs	April – May
Develop and execute research grant agreements for selected projects	Ag Marketing Council	May – June
Obtain progress reports from researchers; synthesize for steering committee	Ag Marketing Council	September, December, March 2009, June 2009
Disseminate research results to steering committee and SCBGP-FB showing progress toward project outcomes	Ag Marketing Council	June 2009

## EXAMPLE 2

The Nursery and Landscape Association (NLA) will be responsible for implementing a media campaign to promote the Specialty Crop Program. This project will be implemented from November 2008 until May 2010. Following the approval and funding of the project, a marketing committee will be assembled to assist in the development of the media campaign. The NLA will develop a request for proposal (RFP) which will be distributed to advertising and media relations firms serving the State. The RFP will include plans for television and print media, production schedule, information on demographics for targeted audience, and costs associated with production and delivery.

The media campaign will consist of television, radio, and print advertisements. The advertisements will promote the Specialty Crop Program, educate consumers on why they should “Buy Local” when selecting trees, shrubs, and flowers to plant on their properties and encourage consumers to consult with Nursery Certified Professionals when purchasing these plants. The advertisements will be placed in key markets of the state during the spring and summer of 2009 when consumers are most likely to be purchasing plants and plant materials.

The NLA will also be responsible for measuring the expected outcomes of the project. To gauge consumer awareness of the Specialty Crop Program, the NLA will survey consumers in February and March 2009 at its three annual Garden and Patio Shows to measure consumers’ knowledge of the Specialty Crop Program and buying trends. In 2010, consumers will again be surveyed to determine the increase in consumer awareness due to the Specialty Crop Advertising Campaign. In addition, the NLA will survey targeted producers after the advertising campaign to see how many of the selected Specialty Crop Program plants were sold the previous year and how many were sold in the year of the campaign, to judge the residual effectiveness of the campaign. Producers will be surveyed in 2009 and 2010.

**EXAMPLE 3**

<b>Project Activity</b>	<b>Who</b>	<b>Timeline</b>
Create a survey to assess growers' background, current pest control program, and perceptions of IPM	State University Personnel	Begin January 2009 0 - 4 months
Administer survey to about 200 vegetable growers at an annual local growers meeting	Cooperative Extension Personnel	4 - 5 months
Compile survey results for background info on general practices and attitudes	Cooperative Extension Personnel	5 - 6 months
Review surveys for likely cooperator candidates	State University Personnel	5 months
Interview and select candidates for one-on-one IPM and biocontrol training and a control group	State University Personnel	6 months
Meet weekly with selected growers at crop initiation (greenhouse)	State University Personnel	4 - 6 months
Conduct periodic scouting visits during crop growth	Cooperative Extension Personnel	Every 2 months
Meet weekly with selected growers at crop fruition (field)	State University Personnel	10 - 13 months
Collect data from both grower groups on pest densities, crop damage, crop yield and quality, pesticide usage, pest management costs and other pest mgmt. techniques used by growers	State University Personnel	14 - 15 months
Survey growers completing year one in the IPM program as to attitudes and understanding of IPM techniques	Cooperative Extension Personnel	10 months
Compare survey results to initial survey; assess impact of program outcomes	State University Personnel	10 - 11 months
Incorporate most successful ideas/ techniques into IPM field guide with scouting procedures, pest life	State University Personnel	10 - 13 months

cycle calendars, and cultural controls, reduced-risk pesticides, and biocontrol Cooperative Extension Personnel options for different pests		
Develop/ deliver annual grower workshops to introduce/ improve field guide	Cooperative Extension Personnel	27 - 36 months

## HELP WITH BUDGET NARRATIVES

The following examples, provided by the USDA, could assist you in constructing your budget narratives.

### Personnel (\$27,000.00)

Expenses of **\$21,000.00** are requested for one half-time Senior Research Specialist (0.5 FTE) who will coordinate most of the laboratory operations and perform a majority of the laboratory and greenhouse experiments. Additionally, the specialist will be responsible for data entry and record keeping. An additional **\$6,000.00** is requested to support two undergraduate student researchers. The undergraduate students will work in Dr. Jones' laboratory and learn experimental skills while assisting the Project Investigator (PI) and the research specialist in various aspects of the project.

### Fringe Benefits (\$9,585.00)

The current fringe benefit rates at the University are 44.74% (**\$9,387.00**) for the research specialist, 3.3% (**\$198.00**) for undergraduate students.

### Travel (\$1,608.00)

Total funds of **\$518.00** are requested for in-state travel to conduct field surveys of PepMV in City X (2 overnight trips) and in City Y (2 day trips) and to attend the annual Agricultural Center Field Day (1 day trip). The total in-state travel cost will consist of car rental (7 days @ \$32.00/day), lodging (2 nights @ \$60.00), and food (6 days @ \$29.00/day). In addition, **\$1,090.00** in out-of-state travel funds are requested to defray the travel expense for the PI or designee to attend and present their research findings at the annual American Phytopathological Society meeting in Nashville, TN in 2010. The cost comprises of flight from City Z to Nashville (\$350.00), lodging (5 nights @ \$99.00), and food (5 days @ \$49.00/day).

### Equipment (\$5,000.00)

For the purchase of a 96-well thermocycler to accommodate the large numbers of PCR-related experiments outlined in the project. The University donates the use of one ultra-high speed centrifuge, two high speed centrifuges, and three microcentrifuges, and one Biorad iCycler real-time PCR system (with a usage value of \$20,000.00) for the entire duration of the project as matching contributions for this project. All the equipment listed above is required for completion of the project.

### Supplies (\$4,446.00)

Office Supplies (pro-rated) (**\$1,235.00**) for paper, color ink cartridges, toner and other supplies. Program Supplies (**\$3,211.00**) of which \$2,000 is for 20 full-color promotional banners (@\$100 each) plus pro-rated amount of \$1,211 for cooking demonstration supplies, food for grower workshop/field events, specialty seeds, harvest equipment, packaging and other materials.

**Contractual (\$23,000.00)**

Stipends for GAP/GHP Video Shoot/Edit: flat fee stipends for 5 youth at \$2,000.00 each (**\$10,000.00**) to be coordinated through County Extension Hmong Youth Film Project. Youth will film and edit video in close collaboration with DA staff and under supervision of SU Hmong Outreach Coordinator.

Online Toolkit Development and Adaptation: this flat rate **\$10,000.00** contract will take the online toolkit donated by University State X, and adapt it for DA use and web specifications. Any leftover funds will develop State-specific content for the toolkit.

Processing Study Analysis: this hourly rate **\$3,000.00** (\$20/hr X 150 hrs) contract will analyze the production information on processing needs of growers and current availability of processing facilities and compile a report.

**Other (\$7,493.00)**

Advertising (8 display ads in Spanish-language media at \$162.50 each) (**\$1,300.00**); Printing/Copying (two color print jobs for promotional materials at \$650/each) (**\$1,300.00**); Communications (pro-rated as per project) (**\$1,733.00**); Equipment Rental (cooking demonstration cart) 4 uses @ \$150/each (**\$600.00**); Postage for newsletter (pro-rated) (**\$760.00**); Staff Development and Training (two annual marketing workshops for two staff @ average \$450 each) (**\$1,800.00**).

**Indirect Cost (\$2,874.00)**

2 percent (**\$2,874.00**)

**Program Income (\$4,750.00)**

Registration Fee for 8 week workshop series - **\$2,500.00**

Apprentice fee - **\$2,250.00**

The income derived from this project will be reinvested into the program to support specialty crop farmers and help sustain and grow the project.

**PROJECT OVERSIGHT EXAMPLE**

The following information from the USDA may help in writing your project oversight statement.

The project will be overseen through well-established project management practices at the SCA Training Association. Primary oversight responsibility lies with the Food Systems Program Manager, who has more than seven years of experience with SCA with more than four years in her current position. Every SCA program uses a Monitoring and Evaluation (M&E) Plan with distinct performance measures, benchmarks and success indicators established for 2-3 distinct projects in each. Another tool for project M&E is the Workshop Planning Template that guides the goals, design, target competencies and other objectives of grower workshops. This project will also use a process wherein partner organizations are required to both initially inform and perform under shared evaluation targets. The program manager reports monthly project performance and the Healthy Local Foods committee will assess progress on a quarterly basis.

**PROJECT COMMITMENT EXAMPLE**

The following information from the USDA may help in the construction of your project commitment statement.

The Farm Extension and Research Center is a successful collaboration between County Cooperative Extension and Economic Development, with support from State University's College of Agriculture and Life Science as well as the Center for Environmental Farming Systems. The Farm Planning Committee includes representation from the partner institutions and agencies and has a monthly meeting schedule to plan and implement programs at the Farm. Programs during the past 2 years demonstrate a strong commitment to developing the capacity at the Farm and promoting educational activities that support farm viability.